

I hereby certify that this correspondence is being filed via  
EFS-Web with the United States Patent and Trademark Office  
on November 18, 2009

TOWNSEND and TOWNSEND and CREW LLP

By: Linda J. Jui

PATENT  
Attorney Docket No.: 026014-002300US  
Client Reference No.: REG00559 2003  
PT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Nathan Blake Scholl et al.

Application No.: 10/748,759

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR  
GENERATING AND PLACING  
KEYWORD-TARGETED  
ADVERTISEMENTS

Customer No.: 20350

Confirmation No.: 2699

Examiner: RETTA, YEHDEGA

Art Unit: 3622

SUPPLEMENTAL INFORMATION  
DISCLOSURE STATEMENT UNDER  
37 CFR §1.97 and §1.98

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Commissioner:

The references cited on attached form PTO/SB/08A and PTO/SB/08B are being called to the attention of the Examiner. Copies of references numbered 1-6 are not enclosed. Copies of the remaining references [in compliance with the requirements of 37 CFR §1.98(a)(2)] are enclosed.

It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

Some of the references cited in this Supplemental IDS were cited in:

Office Actions mailed on June 30, 2009, and October 29, 2009, in related U.S.

Patent Application No. 10/748,694;

an Office Action mailed on October 29, 2009, in related U.S. Patent Application No. 11/274,486;

Office Actions mailed on February 27, 2009, and July 29, 2009, in related U.S.

Patent Application No. 10/917,227.

Copies of these Office Actions in U.S. Patent Application Nos. 10/748,694; 11/274,486; and 10/917,227 are available on PAIR and are believed to be readily accessible to the Examiner.

As provided for by 37 CFR §1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

This Supplemental IDS is being filed before the mailing date of the final Office Action or Notice of Allowance.

Please charge the IDS fee of \$180 to Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,



Jason D. Lohr  
Reg. No. 48,163

TOWNSEND and TOWNSEND and CREW LLP  
Two Embarcadero Center, Eighth Floor  
San Francisco, California 94111-3834  
Tel: 925-472-5000  
Fax: 415-576-0300  
JDL:lm1